

## CLAIMS

What Is Claimed Is:

1. An apparatus for effectuating an affiliated marketing relationship, comprising:

a receiver for allowing a user to access said apparatus via a content provider computer;

a processor for processing a transaction entered into by the user and a merchant associated with said apparatus, wherein said processor identifies the content provider referring the user to said apparatus, and further wherein said processor calculates at least one of a commission and a referral fee due to the content provider, and further wherein said processor generates a transaction notification report containing information regarding the occurrence of the transaction and said at least one of a commission and a referral fee; and

a transmitter for transmitting said transaction notification report to a communication device associated with the content provider.

2. The apparatus of claim 1, wherein said transaction notification report further contains at least one of a payment identifier, a credit card number, a charge card number, a debit card number, financial account identification information, and wire transfer information, for effecting payment of said at least one of a commission and a referral fee to the content provider.

3. The apparatus of claim 1, wherein said apparatus administers a financial account for at least one of the merchant and the content provider.

4. The apparatus of claim 1, wherein said processor at least one of processes information to establish an affiliated marketing relationship between a merchant and a content provider and at least one of stores and processes information regarding an affiliated marketing relationship existing between the content provider and the merchant.

5. The apparatus of 1, wherein said processor at least one of processes a financial transaction for at least one of the merchant and the content provider, effectuates a payment by at least one of the merchant and the content provider, and

effectuates a receipt of a payment for at least one of the merchant and the content provider.

6. The apparatus of claim 1, further comprising:

a memory device for storing at least one of information regarding an affiliated marketing relationship existing between the content provider and the merchant, information regarding advertisement space, and information regarding an advertisement.

7. The apparatus of claim 1, wherein said processor generates a financial transaction notification signal in response to a financial transaction which occurs on at least one of a content provider financial account and a merchant financial account.

8. The apparatus of claim 7, wherein said transmitter transmits said financial transaction notification signal to a communication device associated with the at least one of the merchant and the content provider.

9. The apparatus of claim 1, wherein said receiver

receives at least one of a restriction and a limitation on a usage of at least one of a content provider financial account and a merchant financial account.

10. An apparatus for effectuating an affiliated marketing relationship, comprising:

a processor for processing a user event and for providing a link to a merchant computer;

a transmitter for allowing a user to access the merchant computer; and

a receiver for receiving a transaction notification report from the merchant computer, wherein said transaction notification report contains information regarding the occurrence of the transaction and at least one of a commission and a referral fee due to a content provider associated with said apparatus.

11. The apparatus of claim 10, wherein said transaction notification report includes at least one of a payment identifier, a credit card number, a charge card number, a debit card number, financial account identification

information, and wire transfer information, for effecting payment of said at least one of a commission and a referral fee to the content provider.

12. The apparatus of claim 10, wherein said processor at least one of processes a financial transaction for at least one of the merchant and the content provider, effectuates a payment by at least one of the merchant and the content provider, and effectuates a receipt of a payment for at least one of the merchant and the content provider.

13. The apparatus of claim 10, further comprising:

a memory device for storing at least one of information regarding an affiliated marketing relationship existing between the content provider and the merchant, information regarding advertisement space, and information regarding an advertisement.

14. The apparatus of claim 10, wherein said processor generates a transaction notification signal in response to a transaction which occurs on a financial account associated with the at least one of the merchant and the content provider, and further wherein said transmitter transmits said

transaction notification signal to a communication device associated with the at least one of the merchant and the content provider.

15. The apparatus of claim 10, wherein said receiver receives at least one of a restriction and a limitation on a usage of at least one of a content provider financial account and a merchant financial account.

16. A method for effectuating an affiliated marketing relationship, comprising:

allowing a user to access a merchant computer via a content provider computer;

processing a transaction entered into by the user and a merchant;

identifying the content provider referring the user to the merchant;

calculating at least one of a commission and a referral fee due to the content provider;

generating a transaction notification report containing information regarding the occurrence of the transaction and said at least one of a commission and a referral fee; and

transmitting said transaction notification report to a communication device associated with the content provider.

17. The method of claim 16, wherein said transaction notification report includes at least one of a payment identifier, a credit card number, a charge card number, a debit card number, financial account identification information, and wire transfer information, for effecting payment of said at least one of commission and referral fee to the content provider.

18. The method of claim 16, further comprising:

processing information to establish an affiliated marketing relationship between a merchant and a content provider.

19. The method of claim 16, further comprising:

processing a user event at a content provider  
computer;

providing a link to a merchant computer;

allowing a user to access the merchant computer;  
and

receiving a transaction notification report from  
the merchant computer, wherein said transaction notification  
report contains information regarding the occurrence of the  
transaction and at least one of a commission and a referral  
fee due to a content provider.

20. The method of claim 16, further comprising:

receiving at least one of a restriction and a  
limitation on a usage of at least one of a content provider  
financial account and a merchant financial account.